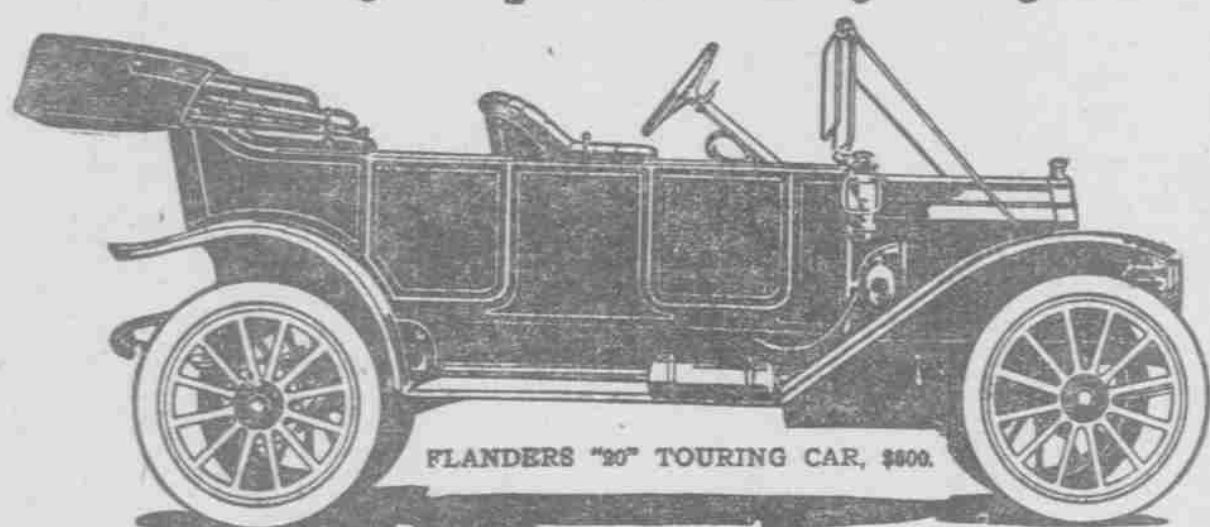


FLANDERS
20

STUDEBAKER
AUTOMOBILES

E-M-F
30

A Timely Tip to Tardy Buyers



FLANDERS "20" TOURING CAR, \$800.

WE HAD HOPED that this season the usual spring scramble for automobiles would be averted in the case of Studebaker cars at least—but alas for well laid plans!

NOT THAT WE ARE COMPLAINING—not in the least. So far as we ourselves are concerned. Far from being unpleasant the condition that confronts the Studebaker Corporation this Spring of 1912 is well nigh ideal.

THAT IS SPEAKING from a manufacturer's point of view.

BUT FROM YOUR STANDPOINT—it is different. That's what we wanted to talk about—and to advise you how best to go about it to meet the conditions that obtain and ward off disappointment.

HERETOFORE AS YOU KNOW there has always been a tremendous—one might almost say a hopeless—shortage of Flanders "20" and E-M-F "30" cars in the Spring months—the rush season.

ONE OR TWO OTHER MAKES that were popular with buyers shared with us to an extent this pleasurable over-demand. Pleasurable, but disheartening at that. For one dislikes to disappoint so many good friends. Then too, when you know you make the best automobiles for the money you hate to see good friends forced to accept second bests.

THAT HAS ALWAYS BEEN THE CASE. We were powerless to remedy it. The E-M-F Company was young. Had made tremendous progress, but there was a limit to financial resources. And, anyway, factories can't be equipped only about so fast. Machine tools can't be wished into form.

BUT THIS YEAR it was different. This big forty-five million dollar Corporation felt equal to the task of supplying the full demand for its two models—herculean tho it was.

WITH UNLIMITED CAPITAL at its command; with the largest and best equipped plants in the world; with an engineering and manufacturing organization second to none; contracts for material placed and deliveries assured; it seemed as if even our splendid sales force would be unable to keep ahead of the production department.

AND WE HAVE DONE ALL we set out to do. That is to say, we estimated that 50,000 cars (divided into 30,000 Flanders "20"s and 20,000 E-M-F "30"s"), would surely supply the demand.

WE FELT SURE WE HAD NOT under-estimated the demand. We knew the unparalleled popularity of these famous cars not only throughout the length and breadth of America, but in all other civilized countries, but

WE THOUGHT 50,000 CARS would do. Some of our competitors warned us it was too many—the rest of them didn't believe we would or could make that many.

WELL, WE'RE UP to schedule—a few cars ahead of it on April 1st and we carried over from March to April orders for 4722 cars. Most of them Flanders "20"s.

LOOK AT THIS RECORD—it's almost unbelievable. In December, when would-be competitors were subsisting on snow balls and waiting for "the season" to open up, the Studebaker plants shipped 3600 cars. In January (inventory month), 4000.

IN FEBRUARY 4200; in March 4601, and the schedule for April is 6000—and, as we have said, we are a little ahead of the schedule.

IN THE WICKEDEST WINTER in fifty years, you'll recall. You'd have thought that would help us by retarding demand—it did leave other makers' cars on their floors. But it seems as if the harder the conditions of roads and weather the more careful people are about selecting their automobiles.

6000 A MONTH IS THE SCHEDULE for April, May, June, July and August, and we'll make them, but as the little boy said, that's our almighty darndest.

WORKING OVER-TIME NOW—and men can stand only about so much of that. We don't like overtime at all. But we're doing our utmost to keep up with the demand—and we are still in sight of it—tho breathless.

THERE'S THE CONDITION as it stands today. It is up to you. What are you going to do about it?

ANALYZE IT: It means that a lot of people are going to have to wait for deliveries and a lot more will be disappointed—compelled to accept some other car—second best value—for all will not be able to get Flanders "20" or E-M-F "30" cars.

IT ISN'T SO BAD as it looks, in a way. The shortage of Flanders "20"s is more apparent than real—for our capacity is 50 more 20's per day than 30's. But it's bad enough. And it shows we have again fallen short of our ambition, hard as we have tried to realize it.

WE ARE TELLING YOU THIS because we have repeatedly asserted to dealers and the public that we would surely avert the Spring scramble. Now that we know that we have failed we feel that we owe you a frank statement of the facts.

OF COURSE IN TELLING YOU we cannot help telling our competitors also—and very naturally they will use it against us—try to persuade you to buy their cars on the same grounds as former years, "You can't get Studebaker Cars—either model." And that'll be true—unless you beat some other buyer to it.

WE FELT SURE we would be able to supply every possible customer with a Flanders "20"—but remember

THE ENGINEERS WHO BUILT the levee along the Mississippi were eminent and honest men and they were equally certain they would hold any floods that might ever come. But this has been an exceptional season—and the dykes have given way in places.

WE WERE EQUALLY CERTAIN we had gauged demand aright—thought we might be over-sanguine, in fact. But we under-estimated the flood of orders that have poured in increasing volume on us thru our big branches and dealers and our thousands of smaller, but no less alert representatives. We are swamped, despite our elaborate precautions!

IT'S MOST GRATIFYING to see how Flanders "20" has gained impetus with the years. It is the story of E-M-F "30" over again—and we have ceased to marvel at the way that car grows in demand, selling itself as fast as we can turn them out. And with scarcely any effort on our part.

IT'S THE ENDLESS CHAIN principle at work on mammoth scale. When we make a good car we start it. Every satisfied buyer tells three more—and each of the three tell three others—and it grows at a wonderful rate.

FLANDERS "20" ENJOYS that happy state today to an extent greater than any other car. And because there is more value—more automobile, more quality of performance, and better looks, than in any other 20 or 25-horse power car in the whole world at the price.

AND IT ISN'T CHEAP at any point. Better steel is not used in any automobile on earth. Get that—any—regardless of price. We use the best the science of metallurgy and of automobile engineering can specify.

IN APPEARANCE—it is just what you have been looking for, a smaller edition of a high-powered, high-priced car. It looks \$3,000—it sells for \$800.

WE FIND TWO CLASSES of people, mostly, buy Flanders "20" cars.

FIRST: DISCRIMINATING FOLK who will not have—will not be seen in—a poorly-made, noisy, under-powered and cheap looking car at any price. THESE HAVE WAITED for years for the arrival of a car the man of pride but moderate means could buy and drive with pleasure. They found it in Flanders "20" as in no other light car. But these people are conservative too—they don't care to take risks or to experiment with new models.

SO THEY WATCHED Flanders "20" thro three seasons. The first, the usual discovery and corrective stage, was like most other new models. Then she struck her gait and for two seasons past, she has been steadily forging ahead till now she leads undisputed.

THERE ARE TWO WAYS to buy an automobile. One is to buy a cheap car because it is cheap in price and then pay in installments the difference between that and the value of a good car—in repairs and replacements of inferior parts—and then find you have nothing.

THE BETTER WAY is to determine just what is the lowest price at which a really first class 20 horse-power car can be made. Decide which car is backed by the best reputation for quality and service afterward. Then pay that difference in the first place and have not only quality but a car that in appearance as well as performance will be one your family will be proud to ride in.

THAT'S FLANDERS "20"—if you search the world over you will decide that way.

WHY, FRANCE BUYS Flanders "20"s to an extent greater than any other car made outside France. Germany also; Belgium, Italy, England. We exported 4,000 Flanders "20"s last year. Of what other American car can this be said?

EVEN THE GREAT E-M-F "30" does not enjoy the demand abroad that Flanders "20" does. The "30" is essentially an American product—made for American roads. The "20" accurately conforms to European ideals and engineering standards—and in competition with their own it sells as fast as we can supply them.

APPEARANCE is worth while—is worth all its costs. Beauty is more than skin deep in a motor car. Has to be made good to look good. A "tin car" cannot but look "tinny."

YOU'LL FIND IT'S CHEAPER by the end of the first year to pay the \$150 to \$200 more and own a Flanders "20" that looks the part as well as performs it—a car in which the repair and maintenance bills are practically nil—than to pay less and get so much less. And have everybody know it, too.

BUT YOU'LL HAVE TO HURRY if you expect to get a Flanders "20" this Spring. There isn't an hour to lose. You may be too late now—your local dealer may be sold up to his full allotment. If so, we can't help him. Only way is to see him at once and get your order in.

AND DON'T EXPECT the dealer, just because you have known him so long, to take a verbal statement as an order. He can't. We won't permit him for one thing. If he hasn't bonafide orders for every car he has been allotted by a certain date, we insist on shipping such cars elsewhere to dealers who are heavily oversold.

FIRST SEE THEM ALL—hear all the salesmen's stories. Else you won't fully appreciate your Flanders "20" after you have gotten it. And you will never know how nearly you came to buying the wrong car! See them all. Then decide, and having decided delay no longer—else you will surely be disappointed, as more than 10,000 persons were a year ago.

REMEMBER THE STUDEBAKER GUARANTEE and Studebaker reputation and service goes with every car carrying the Studebaker name.

IRRIGATION PLANNED BY A PORTALES MAN

Is Newcomer From Clovis; a Batch of Newsy Items From Portales.

Portales, N. M., April 15.—Les Hainline, of Clovis, N. M., has purchased 50 acres of the Hub Bushong place, five miles west of Portales, and has had the land surveyed and leveled for irrigation. He has contracted for the drilling of a well and will install an irrigation plant.

The Bethel neighborhood has been busy this week planting the apple trees in the Anderson and Smith orchards. They have set out something over 40 acres of the following varieties: Johnathan, York Imperial, Black Ben Davis, Stark's Delicious, King David and Champion.

F. E. Turner, of Artesia, N. M., who has recently moved to Portales, has had the Seay building repapered and painted, is moving his fixtures and shelving in and will have his stock opened within a few days. This firm will be known as the Portales Cash Department store.

J. D. Hatfield, of Ardmore, Oklahoma, has been here in Portales looking over the irrigated lands. He states that he expects to return soon to invest here.

Mr. Roland has moved into the new bungalow recently built by Dudley Hardy, and A. A. Rogers has moved into the hotel residence in the west part of town.

The T. F. C. girls enjoyed a chaffing dish banquet at the home of Miss Corney Smith, in honor of the second anniversary of the organization of the club. Several guests were present and a pleasant afternoon was spent.

The Philathea Baraca class of the Methodist church held its business meeting at the home of Miss Mabel Martin. The following officers were elected: George Monroe, president; Lyle Day, vice president; Sara Monroe, secretary; Lena Carroll, treasurer; Len Blankenship, press reporter; Frank Hill was appointed chairman of the lookout committee; Carrie Reese, chairman of new membership committee; Mabel Martin, chairman of the social committee. After a pleasant social hour the meeting adjourned.

Mrs. S. E. Ward entertained at her home all those who assisted in the cantata rendered at the Methodist church on Sunday night, and a delightful evening was spent.

A. R. Austin has rented the building next door to the Times office and will open an ice cream and confectionery store and will also open up his bottling works at the old Hughes stand on Main street.

W. E. Lindsey has returned from Santa Fe, where he spent a few days in the interest of certain legislative measures.

Rev. E. P. Aldridge delivered two of his illustrated lectures at the Baptist church.

Mrs. C. Y. Harris entertained the United Daughters of the Confederacy at her home. The anniversary of the battle of Shiloh was appropriately observed. Mrs. Slater, Mrs. Feay, Mrs. Monroe, Mrs. Meares and Miss Bryant taking part in the program, after which a luncheon was served.

The Masons of Portales and vicinity served an elaborate banquet at the Commercial club rooms, some 50 being present. Several visitors from the Elida lodge were present.

Miss Edna Farmer, who has been in Portales visiting for several weeks, returned to her home near Upton, this week.

Ray Maxwell came in from Roswell and spent several days with his home people.

John Ballow, cashier of the First State bank of Elida, was in town this week.

Dr. Bullock, rector of the Episcopal church at Roswell, held Easter services at the home of Mr. and Mrs. A. E. Monroe.

Mrs. T. M. Littlejohn is visiting at Tulsa, Texas, for a few days.

H. N. Livingston, who has been in Illinois for several months, has returned to begin operations on his irrigated farms near Portales.

Bob Bain, former sheriff of Roosevelt county, came in his car from Plainview Texas, where he is now located, and spent several days in town.

Mrs. C. M. Dobbs left a few days ago for Deadwood, S. D., where she will visit her son.

Arrangements have been completed with James Ryther, who is an experienced gardener, to put in 40 acres on the Merrill place, west of town, the greater part to be planted in cantaloupes. Besides overseeing this work, Mr. Ryther will put in the five acre block in School addition, where a new irrigation plant has been installed, he expects to make good on both places and demonstrate what can be done in the line of cantaloupe and truck farming.

Candy Special

Our Pecan Panoche Cakes 25c lb.

WEDNESDAY ONLY The Store Beautiful.

The Elite Texas Street and Main Avenues.

Spring and Summer Styles in Hanan Shoes and Oxfords

"The Best On Earth" HAVE ARRIVED

Come in and look them over before supplying yourself with summer footwear.

Sold exclusively by

REIGHTBODY CO.

SPRING PAINTING

It is now an excellent time to paint up your home. With your right arm, a gallon of Imperial Paint, and a Rubberset brush you will set your neighbor to hustling, too.

Imagine covering 300 square feet two coats for \$2.25.

Tuttle Paint and Glass Co.

Ref. Phone 205 210-212 N. Stanton Auto Phone 1208

We Are Now Receiving Our New Stock of Baseball Goods, Croquet Sets, Hammocks, Tennis Rackets and Balls, and also have a good supply of firearms and ammunition.

Shelton-Payne Arms Co.

OVERLAND and EL PASO STREETS.

Tell These People What You

Want. They Will Respond Promptly

Bell 608 & 629. DRUGGISTS Auto 1068

A. E. RYAN & CO. OPEN ALL NIGHT. 212 SAN ANTONIO ST.

EL PASO TRUNK FACTORY Bell 1054 Made, Repaired and Exchanged. 1940 We Store Goods. Opp. Postoffice, across Plaza.

Bell 111 RETAIL GROCERIES WHOLESALE Auto 1271

Mail Orders Given Prompt and Special Attention. 307-309 E. Overland St.

CLIFFORD BROS.

LONGWELL'S TRANSFER

Hacks, Baggage, Livery and Boarding; Storage, Warehouse; Light and Heavy Hauling; Horse Shoeing, General Blacksmithing, Carriage & Painting Shop.

Call ODOM'S TRANSFER

To haul your baggage or move you. Storage and packing by careful men. BELL 1504. AUTO 1965.

R. B. BIAS FUEL COMPANY

Our own manufactured POULTRY FOOD. INCUBATORS—50 and 125 Egg Size.

FEED, WOOD AND COAL. PHONES 849, 1849

St. Louis—Memphis—New Orleans

And All Points Beyond Is Best Reached Via

The Texas & Pacific Railway

7:30 a.m. These Two Fast Trains Offer You Superb Service To All Points South and South East. "Ask Us" 7:15 p.m.

City Office Sheldon Block

Jas. W. Turner City Pass. Agt. A. S. Wagner D. P. and T. A.

Mexico North-Western Railway

NEW, ELEGANT, DAILY THROUGH SERVICE BETWEEN EL PASO, NUEVA CASAS GRANDES, PEARSON, MADERA, AND CHIHUAHUA.

Arrive daily Union Station, El Paso, 8:05 A. M. Depart daily Union Station, El Paso, 6:20 P. M.

Tickets and Pullman reservations secured at any hour of the day.

PHONE UNION PASSENGER DEPOT TICKET OFFICE BELL 926.

T. R. RYAN, Traffic Manager. F. L. WEMPLE, Asst. Gen'l. Frt. & Passg. Agt.

Pasture For Cattle

We have 30,000 acres of extra fine salt grass pasture, that we will lease for the season of 1912. Reasonable. Abundance of pure Spring Water thereon.

Fort Stockton Irrigated Lands Co.

Fort Stockton, Texas.

DR. H. A. MAGRUDER DENTIST

I Don't Work for Negroes. References: ASK ANYONE. COLES BLDG. 10th Year El Paso.

Let us figure A NIAGARA PYRAMID FURNACE to heat your home. H. WELSH COMPANY

HEET METAL WORKERS 311-113 W. Overland St. El Paso. Bell Phone 609 Auto 1600

Globe-Wernicke Files and Bookcases ARE THE BEST. ELLIS BROS. PRINTING CO.

Of course you are coming to Detroit for Cadillac, the great water carnival, the fourth week in July. While here you will visit Detroit's famous automobile factories. We invite you to visit the Studebaker plants, the largest in the world.

Studebaker Corporation DETROIT, MICH.

JAY F. KNOX AUTO COMPANY

315-317 Texas Street—Bell 4170